

Beauty & Personal Care - Ireland - February 2017

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“Mass market brands continue to dominate the beauty and personal care market however the rise in non-specialised retailers signals scope for growth of premium own-label brands in 2017. Going forward companies would be advised to capitalise on the clean eating trend by promoting any use of natural ingredients and their benefits on product packaging”.

- **Aisling Kearney Research Analyst**

This report looks at the following areas:

- Facial skincare
- Body skincare
- Colour cosmetics
- Fragrance
- Personal grooming products

The Irish beauty and personal care market is forecast for growth over 2017 despite consumer confidence remaining low as a result of economic and political uncertainty. Similarly, to behaviour exhibited during the recession, consumers are expected to treat themselves with small luxury items – particularly in the colour cosmetics category.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Estée Lauder

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LVMH Group (Louis Vuitton, Moët, Hennessy)
Unilever
Procter and Gamble
Retailers
A.S. Watson (Superdrug, Perfume Shop, Savers)
Debenhams
Gordon's Chemist
LUSH
The Body Shop
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